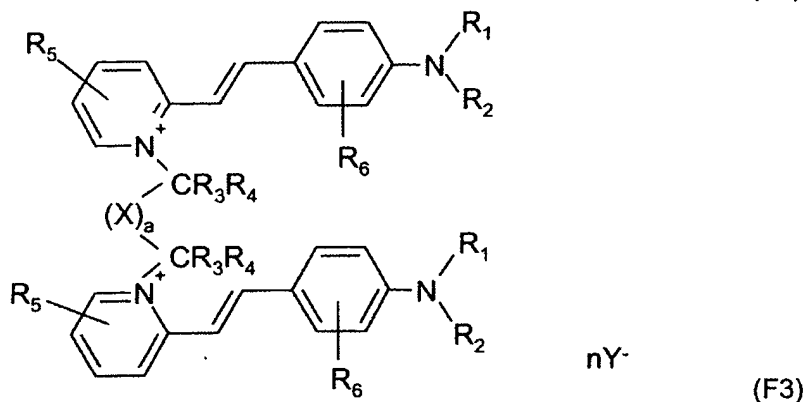
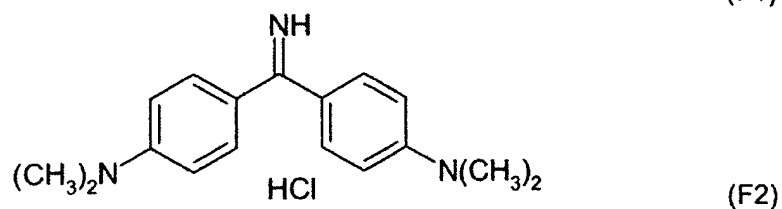
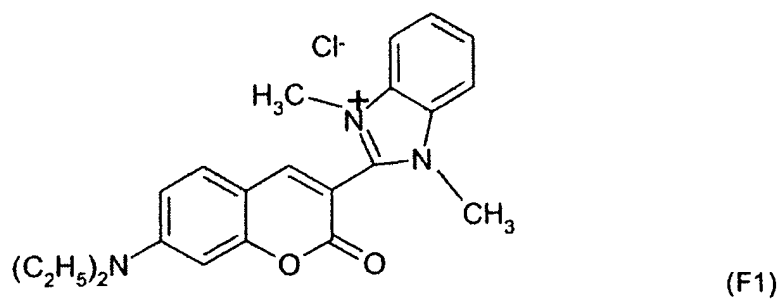


WHAT IS CLAIMED IS:

1. A cosmetic composition comprising, in a cosmetically acceptable medium, at least one fluorescent dye that is soluble in the medium and at least one cationic polymer with a charge density of at least 1 meq/g; with the proviso that the at least one fluorescent dye is not 2-[2-(4-dialkylamino)phenylethenyl]-1-alkylpyridinium wherein the alkyl radical of the pyridinium nucleus is chosen from methyl and ethyl radicals and wherein the radical of the benzene nucleus comprises a methyl radical, and wherein the counterion is a halide.
2. The cosmetic composition according to Claim 1, wherein the at least one fluorescent dye is in the orange range.
3. The cosmetic composition according to Claim 1, wherein the at least one fluorescent dye provides a reflectance maximum that is in the wavelength range from about 500 to about 650 nanometres.
4. The cosmetic composition according to Claim 3, wherein the at least one fluorescent dye provides a reflectance maximum that is in the wavelength range from about 550 to about 620 nanometres.
5. The cosmetic composition according to Claim 1, wherein the at least one fluorescent dye is chosen from: naphthalimides; cationic and non-cationic coumarins; xanthenodiquinolizines; azaxanthenes; naphtholactams; azlactones; oxazines; thiazines; dioxazines; and polycationic fluorescent dyes of azo, azomethine and methine type.
6. The cosmetic composition according to Claim 1, wherein the at least one fluorescent dye is chosen from the formulae (F1), (F2), and (F3):



wherein:

R_1 and R_2 , which may be identical or different, are chosen from:

- hydrogen atoms;
- linear and branched alkyl radicals comprising from 1 to 10 carbon atoms, optionally interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom, and optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms;
- aryl and arylalkyl radicals, wherein the aryl groups comprise 6 carbon atoms and the alkyl radicals comprise from 1 to 4 carbon atoms; the aryl radical is

optionally substituted with at least one linear or branched alkyl radical comprising from 1 to 4 carbon atoms optionally interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom and optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms;

- R_1 and R_2 may optionally be linked so as to form a heterocycle with the nitrogen atom and may further comprise at least one hetero atom, wherein the heterocycle may be optionally substituted with at least one linear or branched alkyl radical optionally interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom, and/or optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms;
- R_1 or R_2 may also optionally be included in a heterocycle comprising the nitrogen atom and one of the carbon atoms of the phenyl group comprising the nitrogen atom;

R_3 and R_4 , which may be identical or different, are chosen from hydrogen atoms and alkyl radicals comprising from 1 to 4 carbon atoms;

R_5 , which may be identical or different, is chosen from hydrogen atoms, halogen atoms, and linear and branched alkyl radicals comprising from 1 to 4 carbon atoms, optionally interrupted with at least one hetero atom;

R_6 , which may be identical or different, is chosen from hydrogen atoms; halogen atoms; and linear and branched alkyl radicals comprising from 1 to 4 carbon atoms, optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least

one hetero atom, and halogen atoms, and/or interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom;

X is chosen from:

- linear and branched alkyl radicals comprising from 1 to 14 carbon atoms and alkenyl radicals comprising from 2 to 14 carbon atoms, optionally interrupted with at least one entity chosen from hetero atoms and groups substituted with at least one hetero atom, and/or optionally substituted with at least one entity chosen from hetero atoms, groups containing at least one hetero atom, and halogen atoms;
- 5- and 6-membered heterocyclic radicals optionally substituted with at least one entity chosen from linear and branched alkyl radicals comprising from 1 to 14 carbon atoms, optionally substituted with at least one hetero atom; linear and branched aminoalkyl radicals comprising from 1 to 4 carbon atoms, optionally substituted with at least one hetero atom; and halogen atoms;
- fused and non-fused aromatic and diaromatic radicals, optionally separated with an alkyl radical comprising from 1 to 4 carbon atoms, wherein the aromatic and diaromatic radicals are optionally substituted with at least one entity chosen from halogen atoms and alkyl radicals comprising from 1 to 10 carbon atoms optionally substituted and/or interrupted with at least one hetero atom and/or group comprising at least one hetero atom;
- dicarbonyl radicals;
- the group X optionally comprising at least one cationic charge;

a is equal to 0 or 1;

Y^- , which may be identical or different, is chosen from organic and mineral anions; and n is an integer ranging from 2 to the number of cationic charges present in the fluorescent dye.

7. The cosmetic composition according to Claim 6, wherein R_1 and R_2 , which may be identical or different, are chosen from linear and branched alkyl radicals comprising from 1 to 4 carbon atoms optionally interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom, and optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms.

8. The cosmetic composition according to Claim 6, wherein the heterocycle formed by R_1 and R_2 linked with the nitrogen atom is substituted with at least one linear or branched alkyl radical comprising from 1 to 4 carbon atoms, wherein the alkyl radical is optionally interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom, and optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms.

9. The cosmetic composition according to Claim 1, wherein the at least one fluorescent dye is present in an amount ranging from about 0.01% to about 20% by weight, relative to the total weight of the cosmetic composition.

10. The cosmetic composition according to Claim 9, wherein the at least one fluorescent dye is present in an amount ranging from about 0.05% to about 10% by weight, relative to the total weight of the cosmetic composition.

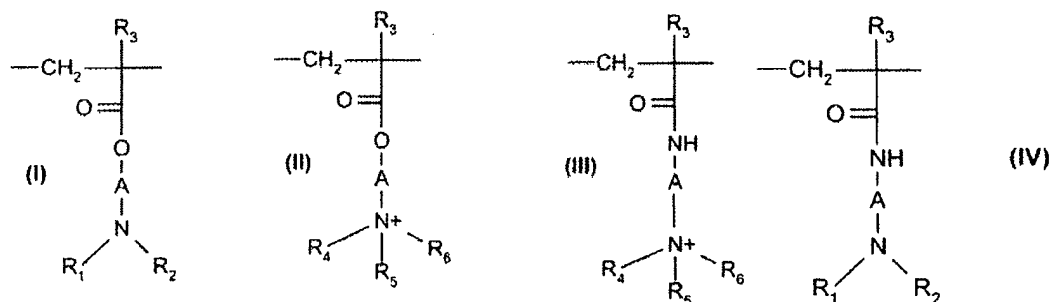
11. The cosmetic composition according to Claim 10, wherein the at least one fluorescent dye is present in an amount ranging from about 0.1% to about 5% by weight,

relative to the total weight of the cosmetic composition.

12. The cosmetic composition according to Claim 1, wherein the at least one cationic polymer is chosen from linear and random homopolymers and copolymer, grafted or in block form, and further comprises at least one cationic group and/or at least one group that can be ionized into a cationic group, chosen from primary, secondary, tertiary and quaternary amine groups forming part of the main chain of the polymer or borne by a side substituent directly attached thereto.

13. The cosmetic composition according to Claim 12, wherein the at least one cationic polymer is chosen from :

(1) Homopolymers and copolymers derived from acrylic and methacrylic esters and amides, and comprising at least one unit chosen from formulae (I), (II), (III) and (IV):



wherein:

- R₃, which may be identical or different, is chosen from hydrogen atoms and CH₃ radicals;
- A, which may be identical or different, is chosen from linear and branched C₁-C₆ alkyl groups and hydroxyalkyl groups wherein the alkyl is a C₁-C₄ alkyl;
- R₄, R₅ and R₆, which may be identical or different, are chosen from C₁-C₁₈ alkyl groups and benzyl radicals;
- R₁ and R₂, which may be identical or different, are chosen from hydrogen atoms and C₁-

C₆ alkyl groups;

(2) cellulose ether derivatives comprising quaternary ammonium groups;

(3) cationic cellulose derivatives;

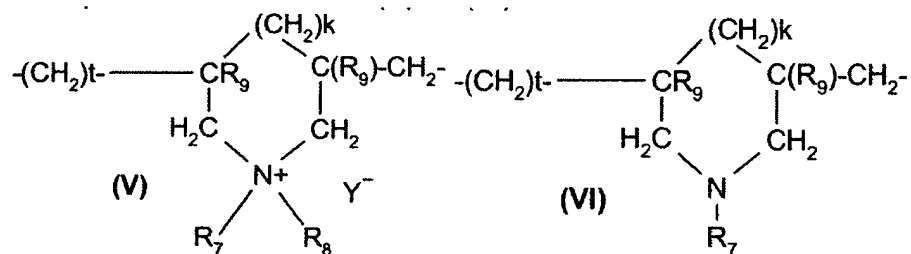
(4) cationic polysaccharides of plant origin;

(5) polymers comprising piperazinyl units and linear and branched divalent alkyl and hydroxyalkyl radicals, optionally interrupted with at least one entity chosen from oxygen, sulphur, and nitrogen atoms; and aromatic and heterocyclic rings, and the oxidation and quaternization products of these polymers;

(6) optionally crosslinked, water-soluble polyamino amides;

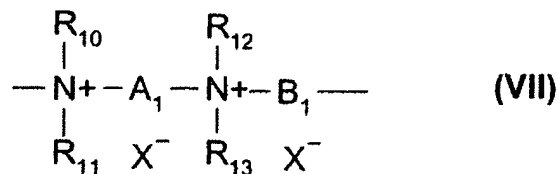
(7) polymers obtained by reacting a polyalkylenepolyamine comprising two primary amine groups and at least one secondary amine group with a dicarboxylic acid;

(8) alkyldiallylamine and dialkyldiallylammonium cyclopolymers, in the form of homopolymers and copolymers comprising, as the main constituent of the chain, units corresponding to formula (V) or (VI):



wherein k and t are equal to 0 or 1, provided that the sum of k + t is equal to 1; R₉ is chosen from hydrogen atoms and methyl radicals; R₇ and R₈, which may be identical or different, are chosen from C₁-C₈ alkyl groups, hydroxyalkyl groups wherein the alkyl group is a C₁-C₅ alkyl group, and amidoalkyl groups wherein the alkyl is a C₁-C₄ alkyl; R₇ and R₈ can also form, together with the nitrogen atom to which they are attached, a heterocyclic group; Y⁻ is chosen from organic and mineral anions;

(9) quaternary diammonium polymers comprising repeating units of formula (VII):



wherein:

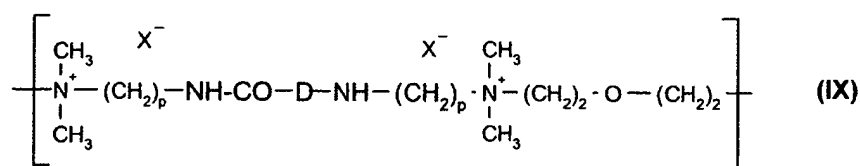
R₁₀, R₁₁, R₁₂ and R₁₃, which may be identical or different, are chosen from linear, branched and cyclic, saturated, unsaturated and aromatic C₁-C₂₀ hydrocarbon-based radicals; linear and branched hydroxyalkyl radicals, wherein the alkyl is C₁-C₄ alkyl; linear and branched C₁-C₆ alkyl radicals substituted with an entity chosen from nitrile, ester, acyl and amide groups, and -CO-O-R₁₄-D and -CO-NH-R₁₄-D groups, wherein R₁₄ comprises an alkyl radical and D comprises a quaternary ammonium group; or wherein R₁₀, R₁₁, R₁₂ and R₁₃, together or separately, with the nitrogen atoms to which they are attached, form heterocycles optionally comprising a second hetero atom other than nitrogen;

A₁ and B₁ are chosen from linear and branched, saturated and unsaturated C₂-C₂₀ radicals optionally substituted and optionally interrupted with at least one entity chosen from aromatic rings, oxygen atoms, sulphur atoms, and groups comprising at least one hetero atom chosen from oxygen and sulphur atoms;

X⁻ is chosen from organic and mineral anions;

A₁, R₁₀ and R₁₂ may optionally form a piperazine ring with the two nitrogen atoms to which they are attached; and, if A₁ is chosen from linear and branched, saturated and unsaturated alkylene and hydroxyalkylene radicals, B₁ optionally comprises -(CH₂)_n-CO-D-OC-(CH₂)_n- wherein n ranges from 1 to 100, and D is chosen from glycol, bis-secondary diamine, bis-primary diamine and ureylene residue;

(10) polyquaternary ammonium polymers comprising repeating units of formula (IX):



wherein p is an integer ranging from 1 to 6, D, when it is present, comprises $-(\text{CH}_2)_r-\text{CO}-$ groups wherein r is equal to 4 or 7, and X^- is chosen from organic and mineral anions;

(11) quaternary polymers of vinylpyrrolidone and of vinylimidazole;

(12) polyamines; and

(13) crosslinked polymers of methacryloyloxy(C₁-C₄)alkyltri(C₁-C₄)alkylammonium salts.

14. The cosmetic composition according to Claim 1, wherein the at least one cationic polymer is present in an amount ranging from about 0.01% to about 20% by weight, relative to the total weight of the cosmetic composition.

15. The cosmetic composition according to Claim 11, wherein the at least one cationic polymer is present in an amount ranging from about 0.1% to about 10% by weight, relative to the total weight of the cosmetic composition.

16. The cosmetic composition according to Claim 1, further comprising at least one surfactant chosen from nonionic, anionic and amphoteric surfactants.

17. The cosmetic composition according to Claim 16, wherein the at least one surfactant is present in an amount ranging from about 0.01% to about 30% by weight, relative to the total weight of the cosmetic composition.

18. The cosmetic composition according to Claim 1, further comprising at least one non-fluorescent direct dye chosen from nonionic, cationic and anionic direct dyes.

19. The cosmetic composition according to Claim 18, wherein the at least one non-fluorescent direct dye is chosen from nitrobenzene dyes, azo dyes, anthraquinone dyes, naphthoquinone dyes, benzoquinone dyes, phenothiazine dyes, indigoid dyes,

xanthene dyes, phenanthridine dyes, phthalocyanin dyes, and triarylmethane-based dyes.

20. The cosmetic composition according to Claim 18, wherein the at least one non-fluorescent direct dye is present in an amount ranging from about 0.0005% to about 12% by weight, relative to the total weight of the cosmetic composition.

21. The cosmetic composition according to Claim 1, in the form of a lightening dyeing shampoo.

22. The cosmetic composition according to Claim 1, further comprising at least one oxidation base chosen from para-phenylenediamines, bis(phenyl)alkylenediamines, para-aminophenols, ortho-aminophenols, heterocyclic bases, and acid and alkaline agent addition salts thereof.

23. The cosmetic composition according to Claim 22, wherein the at least one oxidation base is present in an amount ranging from about 0.0005% to about 12% by weight, relative to the total weight of the cosmetic composition.

24. The cosmetic composition according to Claim 22, further comprising at least one oxidizing agent.

25. The cosmetic composition according to Claim 22, further comprising at least one coupler chosen from meta-phenylenediamines, meta-aminophenols, meta-diphenols, heterocyclic couplers, and acid and alkaline agent addition salts thereof.

26. The cosmetic composition according to Claim 22, wherein the at least one coupler is present in an amount ranging from about 0.0001% to about 10% by weight, relative to the total weight of the cosmetic composition.

27. The cosmetic composition according to Claim 25, further comprising at least one oxidizing agent.

28. The cosmetic composition according to Claim 27, wherein the at least one

oxidizing agent is chosen from hydrogen peroxide, urea peroxide, alkali metal bromates, persalts, and enzymes.

29. The cosmetic composition according to Claim 28, wherein the persalts are chosen from perborates and persulphates.

30. The cosmetic composition according to Claim 28, wherein the enzymes are chosen from peroxidases, two-electron, and four-electron oxidoreductases.

31. The cosmetic composition according to Claim 28, wherein the at least one oxidizing agent comprises hydrogen peroxide.

32. A process for dyeing keratin materials with a lightening effect, comprising applying to the keratin materials a cosmetic composition comprising, in a cosmetically acceptable medium, at least one fluorescent dye that is soluble in the said medium, and at least one cationic polymer with a charge density of at least 1 meq/g.

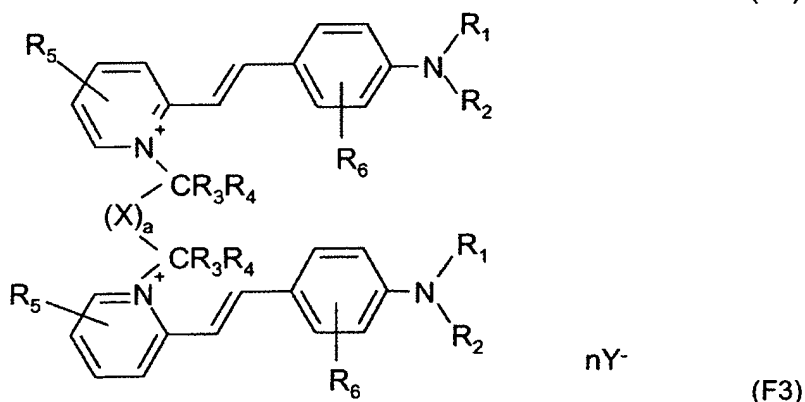
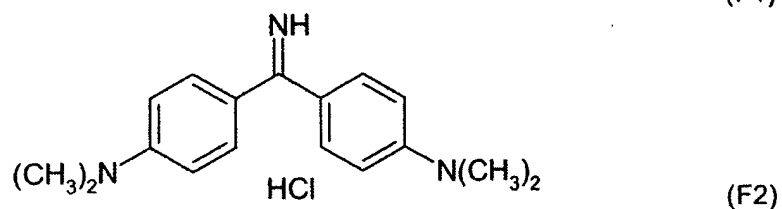
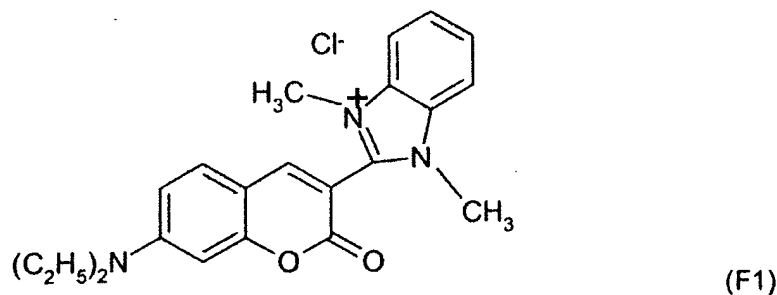
33. The process according to Claim 32, wherein the at least one fluorescent dye provides a reflectance maximum that is in the wavelength range from about 500 to about 650 nanometres.

34. The process according to Claim 33, wherein the at least one fluorescent dye provides a reflectance maximum that is in the wavelength range from about 550 to about 620 nanometres.

35. The process according to Claim 32, wherein the at least one fluorescent dye is chosen from naphthalimides; cationic and non-cationic coumarins; xanthenodiquinolizines; azaxanthenes; naphtholactams; azlactones; oxazines; thiazines; dioxazines; and monocationic and polycationic fluorescent dyes of azo, azomethine and methine type.

36. The process according to Claim 32, wherein the at least one fluorescent dye

is chosen from the formulae (F1), (F2), and (F3):



wherein:

R_1 and R_2 , which may be identical or different, are chosen from:

- hydrogen atoms;
- linear and branched alkyl radicals comprising from 1 to 10 carbon atoms, optionally interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom, and optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms;
- aryl and arylalkyl radicals, wherein the aryl groups comprise 6 carbon atoms

and the alkyl radicals comprise from 1 to 4 carbon atoms; the aryl radical is optionally substituted with at least one linear or branched alkyl radical comprising from 1 to 4 carbon atoms optionally interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom and optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms;

- R_1 and R_2 may optionally be linked so as to form a heterocycle with the nitrogen atom and may further comprise at least one hetero atom, wherein the heterocycle may be optionally substituted with at least one linear or branched alkyl radical optionally interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom and optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms;
- R_1 or R_2 may also optionally be included in a heterocycle comprising the nitrogen atom and one of the carbon atoms of the phenyl group comprising the nitrogen atom;

R_3 and R_4 , which may be identical or different, are chosen from hydrogen atoms and alkyl radicals comprising from 1 to 4 carbon atoms;

R_5 , which may be identical or different, is chosen from hydrogen atoms, halogen atoms, and linear and branched alkyl radicals comprising from 1 to 4 carbon atoms, optionally interrupted with at least one hetero atom;

R_6 , which may be identical or different, is chosen from hydrogen atoms; halogen atoms; and linear and branched alkyl radicals comprising from 1 to 4 carbon atoms, optionally

substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms, and/or interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom;

X is chosen from:

- linear and branched alkyl radicals comprising from 1 to 14 carbon atoms and alkenyl radicals comprising from 2 to 14 carbon atoms, optionally interrupted with at least one entity chosen from hetero atoms and groups substituted with at least one hetero atom, and/or optionally substituted with at least one entity chosen from hetero atoms, groups containing at least one hetero atom, and halogen atoms;
- 5- and 6-membered heterocyclic radicals optionally substituted with at least one entity chosen from linear and branched alkyl radicals comprising from 1 to 14 carbon atoms optionally substituted with at least one hetero atom; linear and branched aminoalkyl radicals comprising from 1 to 4 carbon atoms optionally substituted with at least one hetero atom; and halogen atoms;
- fused and non-fused aromatic and diaromatic radicals, optionally separated with an alkyl radical comprising from 1 to 4 carbon atoms, wherein the aromatic and diaromatic radicals are optionally substituted with at least one entity chosen from halogen atoms and alkyl radicals comprising from 1 to 10 carbon atoms optionally substituted and/or interrupted with at least one hetero atom and/or group comprising at least one hetero atom;
- dicarbonyl radicals;
- the group X optionally comprising at least one cationic charge;

a is equal to 0 or 1;

Y⁻, which may be identical or different, is chosen from organic and mineral anions; and

n is an integer ranging from 2 to the number of cationic charges present in the fluorescent dye.

37. A process for dyeing human keratin fibers with a lightening effect, comprising:

- a) a cosmetic composition comprising, in a cosmetically acceptable medium, at least one fluorescent dye that is soluble in the medium and at least one cationic polymer with a charge density of at least 1 meq/g; with the proviso that the at least one fluorescent dye is not 2-[2-(4-dialkylamino)phenylethenyl]-1-alkylpyridinium wherein the alkyl radical of the pyridinium nucleus is chosen from methyl and ethyl radicals and wherein the radical of the benzene nucleus comprises a methyl radical, and wherein the counterion is a halide, is applied to the fibers, for a time that is sufficient to develop the desired coloration and lightening,
- b) the fibers are optionally rinsed,
- c) the fibers are optionally washed with shampoo and rinsed,
- d) the fibers are dried or are left to dry.

38. The process according to Claim 37, wherein the human keratin fibers have a tone height of less than or equal to 6.

39. The process according to Claim 38, wherein human keratin fibers have a tone height of less than or equal to 4.

40. The process according to Claim 37, wherein the human keratin fibers are artificially colored or pigmented.

41. The process according to Claim 37, wherein the at least one fluorescent dye provides a reflectance maximum that is in the wavelength range of from about 500 to about

650 nanometres.

42. The process according to Claim 41, wherein the at least one fluorescent dye provides a reflectance maximum that is in the wavelength range of from about 550 to about 620 nanometres.

43. A process for dyeing human keratin fibers with a lightening effect, comprising:
- a) a separately stored cosmetic composition comprising, in a cosmetically acceptable medium, at least one fluorescent dye that is soluble in the medium, at least one cationic polymer with a charge density of at least 1 meq/g, optionally comprising at least one oxidation base, at least one coupler and at least one non-fluorescent direct dye; with the proviso that the at least one fluorescent dye is not 2-[2-(4-dialkylamino)phenylethenyl]-1-alkylpyridinium wherein the alkyl radical of the pyridinium nucleus is chosen from methyl and ethyl radicals and wherein the radical of the benzene nucleus comprises a methyl radical, and wherein the counterion is a halide,
 - and another separately stored composition comprising in a cosmetically acceptable medium, at least one oxidizing agent,
 - b) mixing the separately stored compositions together at the time of use, and applying to the fibers, for a time that is sufficient to develop the desired coloration and lightening,
 - c) the fibers are optionally rinsed,
 - d) the fibers are optionally washed with shampoo and rinsed,
 - e) the fibers are dried or are left to dry.

44. The process according to Claim 43, wherein the human keratin fibers have a tone height of less than or equal to 6.

45. The process according to Claim 44, wherein human keratin fibers have a tone height of less than or equal to 4.

46. The process according to Claim 43, wherein the human keratin fibers are artificially colored or pigmented.

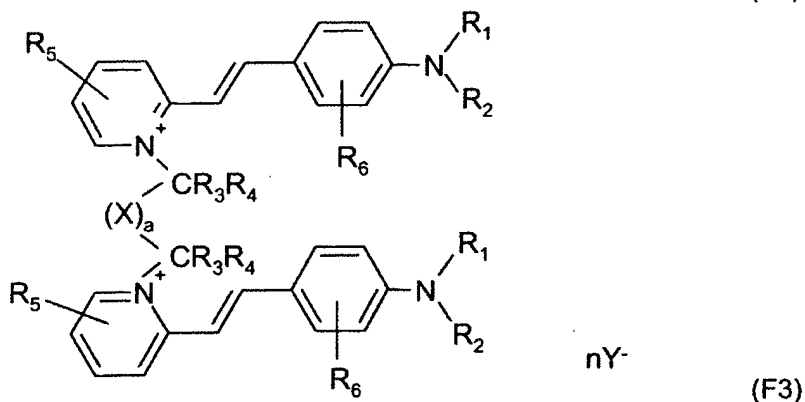
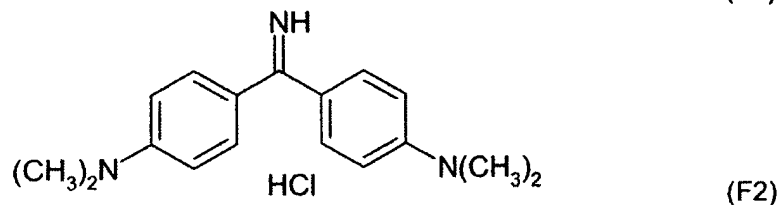
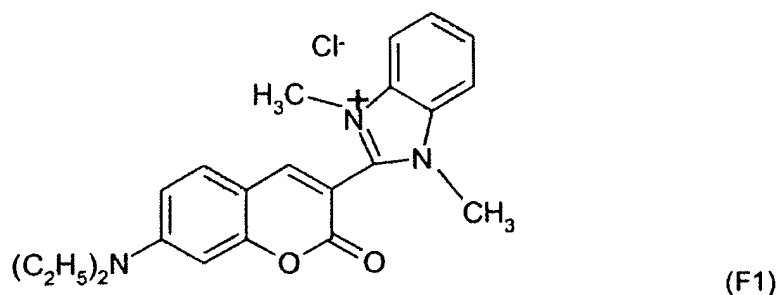
47. A process for coloring dark skin with a lightening effect, comprising applying a cosmetic composition to the skin and wherein the skin is then dried or is left to dry, wherein said cosmetic composition comprises, in a cosmetically acceptable medium, at least one fluorescent dye that is soluble in the medium and at least one cationic polymer with a charge density of at least 1 meq/g; with the proviso that the at least one fluorescent dye is not 2-[2-(4-dialkylamino)phenylethenyl]-1-alkylpyridinium wherein the alkyl radical of the pyridinium nucleus is chosen from methyl and ethyl radicals and wherein the radical of the benzene nucleus comprises a methyl radical, and wherein the counterion is a halide.

48. A multi-compartment kit for dyeing and lightening keratin materials, comprising at least one compartment comprising a cosmetic composition comprising, in a cosmetically acceptable medium, at least one fluorescent dye that is soluble in the medium, at least one cationic polymer with a charge density of at least 1 meq/g, and optionally at least one oxidation base and optionally at least one coupler; with the proviso that the at least one fluorescent dye is not 2-[2-(4-dialkylamino)phenylethenyl]-1-alkylpyridinium wherein the alkyl radical of the pyridinium nucleus is chosen from methyl and ethyl radicals and wherein the radical of the benzene nucleus comprises a methyl radical, and wherein the counterion is a halide; and at least one other compartment comprising a composition comprising at least one oxidizing agent.

49. The multi-compartment kit according to Claim 48, wherein the at least one fluorescent dye is chosen from naphthalimides; cationic and non-cationic coumarins;

xanthenodiquinolizines; azaxanthenes; naphtholactams; azlactones; oxazines; thiazines; dioxazines; and monocationic and polycationic fluorescent dyes of azo, azomethine and methine type.

50. The multi-compartment kit according to Claim 48, wherein the at least one fluorescent dye is chosen from the formulae (F1), (F2), and (F3):



wherein:

R_1 and R_2 , which may be identical or different, are chosen from:

- hydrogen atoms;
- linear and branched alkyl radicals comprising from 1 to 10 carbon atoms, optionally interrupted with at least one entity chosen from hetero atoms and

groups comprising at least one hetero atom, and optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms;

- aryl and arylalkyl radicals, wherein the aryl groups comprise 6 carbon atoms and the alkyl radicals comprise from 1 to 4 carbon atoms; the aryl radical is optionally substituted with at least one linear or branched alkyl radical comprising from 1 to 4 carbon atoms optionally interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom, and optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms;
- R_1 and R_2 may optionally be linked so as to form a heterocycle with the nitrogen atom and may further comprise at least one hetero atom, wherein the heterocycle may be optionally substituted with at least one linear or branched alkyl radical and optionally interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom, and/or optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms;
- R_1 or R_2 may also optionally be included in a heterocycle comprising the nitrogen atom and one of the carbon atoms of the phenyl group comprising the nitrogen atom;

R_3 and R_4 , which may be identical or different, are chosen from hydrogen atoms and alkyl radicals comprising from 1 to 4 carbon atoms;

R_5 , which may be identical or different, is chosen from hydrogen atoms, halogen atoms,

and linear and branched alkyl radicals comprising from 1 to 4 carbon atoms, optionally interrupted with at least one hetero atom;

R₆, which may be identical or different, is chosen from hydrogen atoms; halogen atoms; and linear and branched alkyl radicals comprising from 1 to 4 carbon atoms, optionally substituted with at least one entity chosen from hetero atoms, groups comprising at least one hetero atom, and halogen atoms, and/or interrupted with at least one entity chosen from hetero atoms and groups comprising at least one hetero atom;

X is chosen from:

- linear and branched alkyl radicals comprising from 1 to 14 carbon atoms and alkenyl radicals comprising from 2 to 14 carbon atoms, optionally interrupted with at least one entity chosen from hetero atoms and groups substituted with at least one hetero atom, and/or optionally substituted with at least one entity chosen from hetero atoms, groups containing at least one hetero atom, and halogen atoms;
- 5- and 6-membered heterocyclic radicals optionally substituted with at least one entity chosen from linear and branched alkyl radicals comprising from 1 to 14 carbon atoms, optionally substituted with at least one hetero atom; linear and branched aminoalkyl radicals comprising from 1 to 4 carbon atoms, optionally substituted with at least one hetero atom; and halogen atoms;
- fused and non-fused aromatic and diaromatic radicals, optionally separated with an alkyl radical comprising from 1 to 4 carbon atoms, wherein the aromatic and diaromatic radicals are optionally substituted with at least one entity chosen from halogen atoms and alkyl radicals comprising from 1 to 10

carbon atoms optionally substituted and/or interrupted with at least one hetero atom and/or group comprising at least one hetero atom;

- dicarbonyl radicals;
- the group X optionally comprising at least one cationic charge;

a is equal to 0 or 1;

Y⁻, which may be identical or different, is chosen from organic and mineral anions; and

n is an integer ranging from 2 to the number of cationic charges present in the fluorescent dye.

51. The multi-compartment kit according to Claim 49, wherein the keratin materials are chosen from artificially colored and natural keratin fibers.